

Claims ^{is} *what is claimed is:*

1) A gel composition useful for skin care and protection comprising 12% to 80% w/w Dead Sea water; hydrophobic active agent selected from vegetable oils, free fatty acids and vitamins; and/or hydrophilic active agent selected from humectants, α - hydroxy acids, anti irritant agents, plant extracts, moisturizing agents and hydrolyzed plant proteins; solubilizers; gelling agents or viscosity modifiers; and deionized water to complete up to 100%.

2) A composition according to claim 1 wherein the composition is a clear liquid gel.

3) A gel composition according to claim 1 wherein the solubilizer is selected from tween- 20, oleth - 20, tween - 80, ceteth -20 and PEG-hydrogenated castor oils -36,40 and 60 and the gelling agent or viscosity modifier is selected from Guar gum, hydroxyethylcellulose, hydroxypropyl methylcellulose, methylcellulose, magnesium aluminum silicate and xanthan gum.

4) A gel composition according to claim 1 further comprising antioxidants and fragrances.

5) A gel composition according to the claim 4 wherein the composition contains the following components in weight percent,

Dead Sea water	30.0 - 80.0% w/w
solubilizer	up to 4.0% w/w
hydrophilic active agent	up to 3.0% w/w
gelling agent	0.7 - 1.2% w/w
hydrophobic active agent	up to 0.8% w/w
fragrance	up to 0.4% w/w
anti oxidant	0.05 - 0.2% w/w

and deionized water to complete to 100%.

- 6) A gel composition according to claim 4 wherein the antioxidants are selected from BHA, BHT, tocopherol, tetrasodium EDTA and the fragrance is a synthetic fragrance or an aromatic oil selected from lavender oil, patchouli oil and sandalwood oil.
- 7) A method for the preparation of the composition according to the preceding claims, comprising;
- a) heating the mixture of hydrophobic active agent and solubilizer to approximately 40°C while mixing; adding a mixture, at room temperature, of 15%w/w water and 30.0% w/w Dead Sea water, and heating again to approximately 40°C while mixing;
 - b) in a different receptacle mixing the remaining water, Dead Sea water and gelling agent and heating to approximately 60°C while mixing, cooling to 40°C after receiving a clear solution;
 - c) adding the product of step b) to the product of step a) while mixing, and cooling to room temperature.
- 8) A method according to claim 7 wherein step a) further comprises a prior step of adding antioxidants and/or fragrance to the hydrophobic active agent and solubilizer, and step b) further comprises adding the hydrophilic active agent together with the gelling agent and the remaining water and Dead Sea water.

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